

From: [Dan Peacock](#)
To: [John Hebert](#); [Jennifer Gaines](#); [Bill Jacobs](#)
Subject: Fw: Acceptability of Product Names
Date: 08/17/2010 09:09 AM

All,

Below is our response to John Lublinkhof on this issue.
Thanks for working together to sort out our response to this question on product names.

Thank You,

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----- Forwarded by Dan Peacock/DC/USEPA/US on 08/17/2010 09:06 AM -----

From: Dan Peacock/DC/USEPA/US
To: jlublinkhof@belllabs.com
Date: 08/17/2010 09:06 AM
Subject: Acceptability of Product Names

Dear Mr. Lublinkhof,

We have thoroughly discussed your proposed product names for your pending registration, Contrac Biomarker Blox, EPA File Symbol 12455-RGG, internally and have the following comments:

1. the claims "Biomarker", "Biotracer", and "Biotraker" would all be misleading because they are so vague and have multiple meanings;
2. the claims "Fluorescent Dye" and "Fluorescing Dye" would be acceptable (with most associated claims acceptable with some modification to be provided with our other label comments; and
3. Bell should consider developing additional data for establishing claims for "Fluorescent Indicator Dye" and "Fluorescing Indicator Dye" for humans consistent with the goals outlined in the two 1998 REDs. If needed, we would be willing to work with the company to determine the types of data to support the above claims and associated claims (such as "marks human skin tissue for 'X' amount of time using UV light", or whatever the data support).

Let me know if you have additional questions. I will be out of the office from 1PM, Aug 18 until Aug 30.

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